VAN NUYS
CHAMBER OF
COMMERCE

PROGRESS REPORT

1956-1957

"Membership in the Van Nuys Chamber of Commerce is a mark of business and professional distinction"

PRESIDENT'S LETTER TO THE MEMBERS

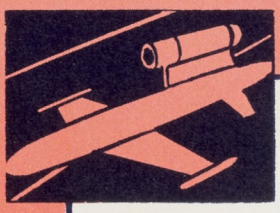
Your Chamber of Commerce has been most active during the year 1956. Some of the major objectives have been accomplished — others are progressing very satisfactorily, as will be seen by a study of the following report.

We were particularly pleased during the past year to note the remarkable progress made by our Industrial Committee. We commend to you the Industrial Directory as an outstanding reference guide showing the splendid strides being made in our area to provide more payroll dollars and diversity of employment to bolster the economy of the San Fernando Valley. The Committee's activity with educational matters has brought them City-wide recognition and their efforts in other matters if detailed, would cover a page or more of this report.

The Board of Directors during the past term have also done a very fine job. Their efforts have resulted in a great deal of activity in providing better streets and highways, improvement in transportation facilities, and many other worthwhile projects. Of course, the splendid cooperation of our elected officials from the City, County, and State must be emphasized, because without the friendship of these people very little could be done. The press has been most helpful and has aided us in implementing all phases of our business improvement projects. To them, also, we extend our thanks.

The Chamber's program has required continuous effort and expense. Without the fine cooperation that we have had from the membership in both respects, our year would not have been as successful as it was. We recognize the importance of our members' contribution, and ask that it be continued during the busy months ahead.

ROBERT S. FULLER,
President, 1956



RESUME OF THE ACTIVITIES AND ACCOMPLISHMENTS OF THE VAN NUYS CHAMBER OF COMMERCE IN 1956

1. Developed a comprehensive Program of Work based on a survey of the community's principal needs as of March 1, 1956.

2. Made significant progress in advancing the local off street parking program. This involved:

a. Formation of the Van Nuys Property Owners' Parking Association which, during the past 6 months, acquired property for parking purposes on Gilmore Street west of Van Nuys Boulevard.

b. Arrangements with owners of the "Lucky V" Lot for outright dedication of the property to the City of Los Angeles for parking purposes. Gift represents $150,000 contribution to the local parking program.

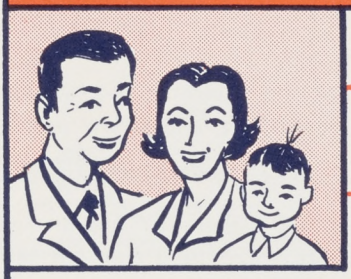
c. The acquisition of an additional 50 feet of property on Friar street adjacent to the No. 1 parking lot which already accommodates 99 cars.

d. A complete engineering survey of the Van Nuys business area which indicates the size, number, and location of local parking lots needed to meet the demands of business, and population increases, for the next 20 years.

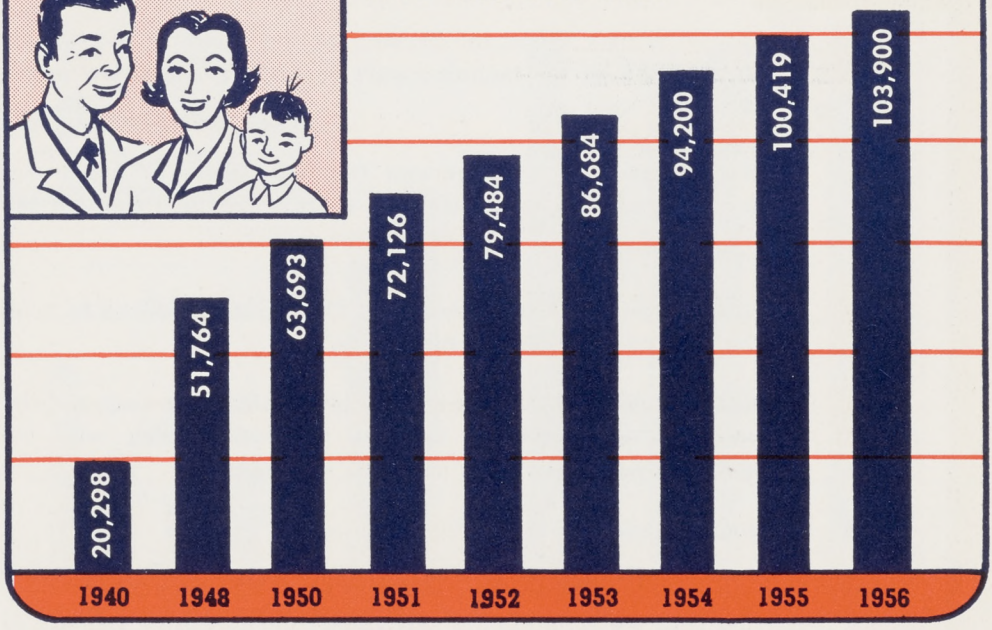
e. The establishment of boundaries for a proposed local parking district. Also requested the Bureau of Parking, City of Los Angeles, to prepare the necessary petition for the formation of such an entity, in order that the parking program may be completed here without further delay.

POPULATION VAN NUYS

PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE

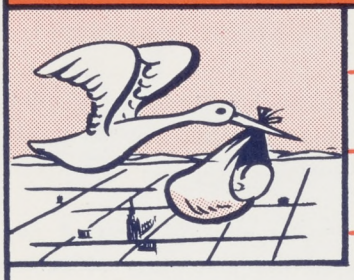


1940 THROUGH 1956

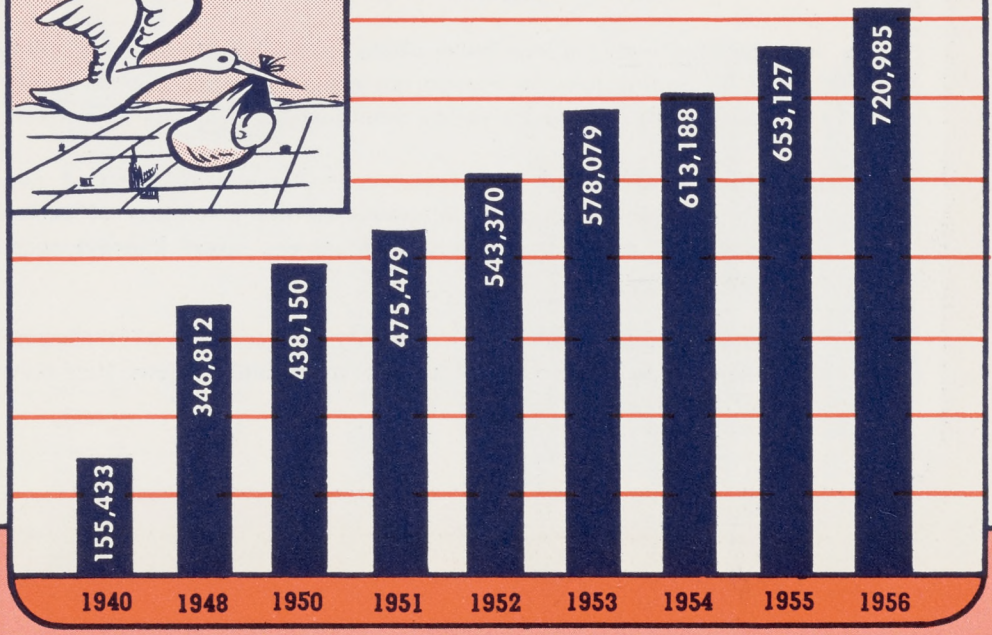


POPULATION SAN FERNANDO VALLEY

PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE



1940 THROUGH 1956



3 Organized a new Industrial Division of the Chamber to provide special services for the manufacturers of this area. This new group during 1956:

a. Established industrial management training classes at beginning, intermediate, and advanced levels, - courses provided through the cooperation of the Van Nuys Adult Evening School.

b. Set up 6 new machine shop courses at Pierce Junior College to meet the shortage of machinists in the Valley.

c. Arranged forums with speakers and films designed to acquaint the thousands of teen-agers in the San Fernando Valley with the challenging careers available in Valley industries.

d. Conducted teen-age tours of local plants.

e. Formed an industrial advisory group to assist the directors of Valley colleges and staffs in setting up courses on industrial subjects of benefit to industrial personnel.

f. Organized an Airport Area Development Committee to cooperate with the City's Airport Commission in the development of an attractive air transport and industrial center at the Van Nuys Airport.

g. Cooperated with the Van Nuys office, State Department of Employment, in finding jobs for Hungarian refugees, especially those with technical skills needed by Valley manufacturers.

h. Assisted a number of manufacturers in the establishment of new plants here. In some cases this involved the resolution of zoning problems; in others, the securing of sewers, street improvements, public utilities, etc.

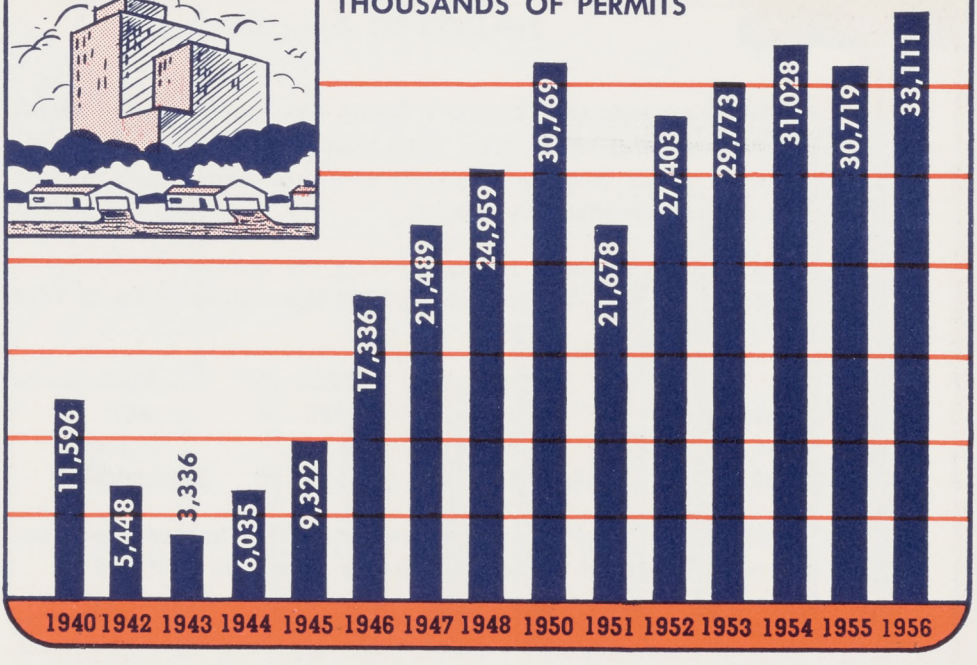
i. Arranged a series of one-hour television programs on KTTV Channel 11, illustrating the variety of careers available in many Van Nuys industrial plants.

BUILDING PERMITS

SAN FERNANDO VALLEY

PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE

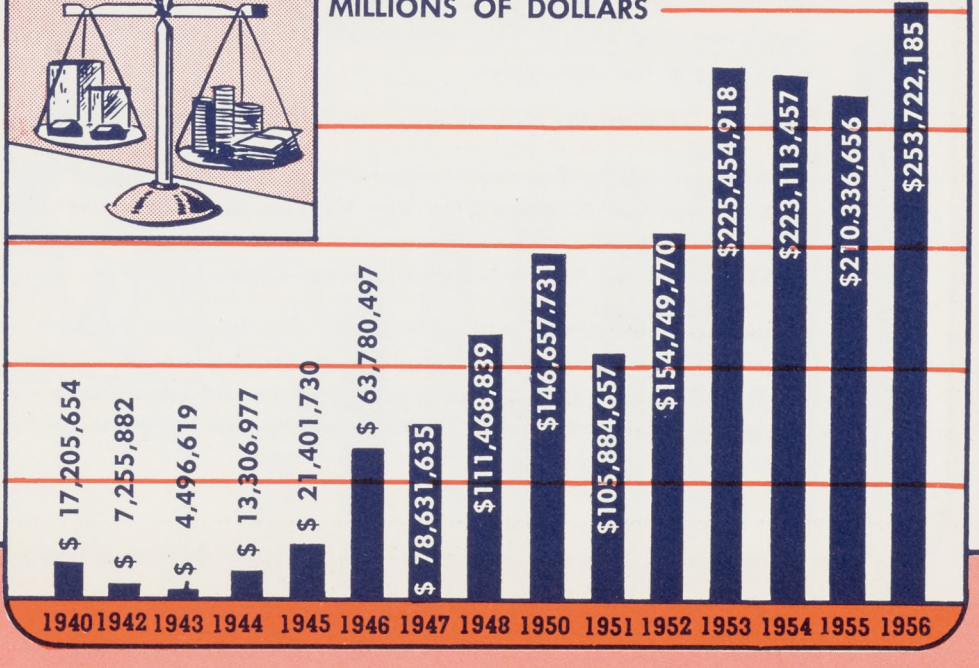
THOUSANDS OF PERMITS

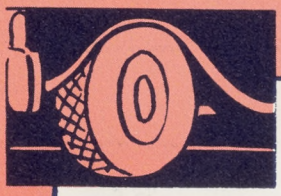


VALUATION

PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE

MILLIONS OF DOLLARS





j. Published an Industrial Directory listing 461 manufacturers of the Van Nuys-Central Valley area. Firms were listed twice in this handy industrial guide: once alphabetically and once according to the product or products made by them.

k. Completed an economic survey showing the growth of industry in the Van Nuys area. Comparison of 1956 figures with those of 1948 and 1954 follows:

	1948	1954	1957
Industries	110	225	461
Total employees	3,917	10,050	35,502
Yearly Payroll	$10,365,000	$37,864,100	$220,000,000

l. Distributed Industrial Trends, a monthly bulletin, to members covering items of special interests to the manufacturers of this area.

4 Secured additional transportation facilities, and increased bus schedules, for both Van Nuys and the West San Fernando Valley areas. These involved:

a. The extension of Lines 84 and 85 by the Metropolitan Coach Lines from Van Nuys to Reseda, on to Northridge, past the new 4 year State College to Granada Hills, thence to San Fernando, on to Sepulveda, and back to Van Nuys with buses running in both directions on one hour schedules.

b. Extension of Riverside Line 86 from Panorama City to Pacoima.

c. Continuation of the Bus Fare Refund Plan by which shoppers may ride Metropolitan Coaches from Van Nuys to their respective destinations free, following the purchase of merchandise amounting to $2.00 or more from local participating stores.

d. Continued negotiations with officials of the Southern Pacific Co. for a passenger and freight station at Raymer and Van Nuys Boulevard. Such a facility, when completed, would serve the transportation requirements of both businessmen and residents of the entire San Fernando Valley.

BANK DEPOSITS VAN NUYS

PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE

MILLIONS OF DOLLARS

1930	1940	1945	1950	1951	1952	1953	1954	1955	1956
$ 2,317,200	$ 7,617,705	$22,967,000	$50,972,811	$57,665,000	$71,361,733	$81,201,191	$94,426,574	$115,344,038	$137,683,089

BANK DEPOSITORS

PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE

THOUSANDS OF DEPOSITORS

1930	1940	1945	1950	1951	1952	1953	1954	1955	1956
3,971	14,649	23,981	50,191	62,265	66,370	71,182	75,708	81,590	91,926

5 Continued an intensive study of the Valley's Streets and Highways program, and secured important improvements to a number of Van Nuys business streets. This involved:

a. The securing of $125,000 in the 1956-57 City Budget for the improvement of Van Nuys Boulevard from Oxnard Street to Chandler Boulevard. Certain changes in street design requested by the property owners in that area are being made now. Job is scheduled for completion this year.

b. Additional financing to complete improvements to Victory Boulevard from Sepulveda to Balboa Boulevard. This involved $272,000 of city funds for the widening of the street from 4 to 8 lanes, the resurfacing of existing roadway, the building of drainage channels, and the installation of traffic signals at necessary intervals. The Griffith Company, low bidder, will begin job soon.

c. Circulation of petitions among owners of property along Oxnard street between Woodman Avenue and Sepulveda Boulevard to obtain their agreement to the dedication of a portion of frontages owned by them to qualify for the widening and improvement of Oxnard Street by the City with gas tax funds. The Chamber has requested that funds be placed in the City's Budget for 1957-1958 to do this important job.

d. The securing of long needed improvements to the south half of Keswick Street from Van Nuys Boulevard west to Lull Street. New roadway will greatly benefit the several large industrial establishments of that area. The north half will be improved next year under the 1911 Assessment District Act proceedings.

e. The adoption of resolutions in support of the Federal Highway program in order that certain State funds might eventually be released for the construction of other thorofares given high priority by the State Highway Commission in the San Fernando Valley.

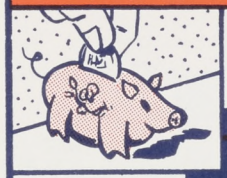
POST OFFICE REPORTS

VAN NUYS

PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE

POSTAL RECEIPTS

1940	1948	1950	1951	1952	1953	1954	1955	1956
$ 104,328.12	$ 431,707.00	$ 685,044.00	$ 836,203.00	$1,016,566.00	$1,099,143.00	$1,308,506.14	$1,525,035.23	$1,693,901.23



POSTAL SAVINGS

1940	1948	1950	1951	1952	1953	1954	1955	1956
$ 200,891.00	$1,413,672.00	$1,110,876.00	$1,000,255.00	$ 882,238.00	$ 830,266.00	$ 688.414.00	$598,097.00	$469,460.00

AIR MAIL CANCELLATIONS

1940	1948	1950	1951	1952	1953	1954	1955	1956
$ 5,776.27	$ 46,952.60	$ 68,591.00	$114,113.00	$148,346.00	$165,848.00	$123,705.18	$150,718.88	$205.083.00

f. Opposition by the Chamber for the use of State Gas Tax Funds for uses other than the actual acquisition and improvement of rights of way for State highways or other State improved thorofares.

g. A survey of a number of hazardous street intersections, with recommendations to the Street Traffic Department, City of Los Angeles, for installation of proper traffic control devices in those areas.

h. Recommendations by the Chamber that the Public Utilities Commission, State of California, approve a grade crossing near Balboa Boulevard in order that Roscoe Boulevard might be extended immediately across the Southern Pacific tracks.

6 Participated with other valley communities in a campaign to "Get Out the Vote" prior to the June election, thereby assisting materially in the passage of several important ballot propositions. These involved:

a. $59,700,000 Bond Issue for the expansion and modernization of the City's two major airports, Los Angeles International and the Van Nuys Airport, at Van Nuys.

b. Proposition W, a measure to provide financing without new taxes for a speed-up of construction on the Colorado River Aqueduct system.

c. Proposition MNOP calling for salary increases for the Mayor, City Councilmen, and top city department heads.

d. The $200 Million Dollar State Bond Issue which included development of the new 4 year San Fernando Valley State College.

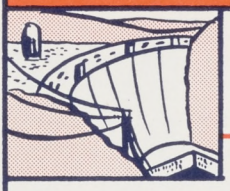
7 Spearheaded drive for increased registration of San Fernando Valley voters prior to the November general election, thereby qualifying the Valley for one more councilmanic district as of July 1, 1957.

8 In cooperation with the Airport Commission, City of Los Angeles, and the Air National Guard, sponsored the 6th Annual Air Show and Round-up of Private Flyers at the Van Nuys Airport, Saturday and

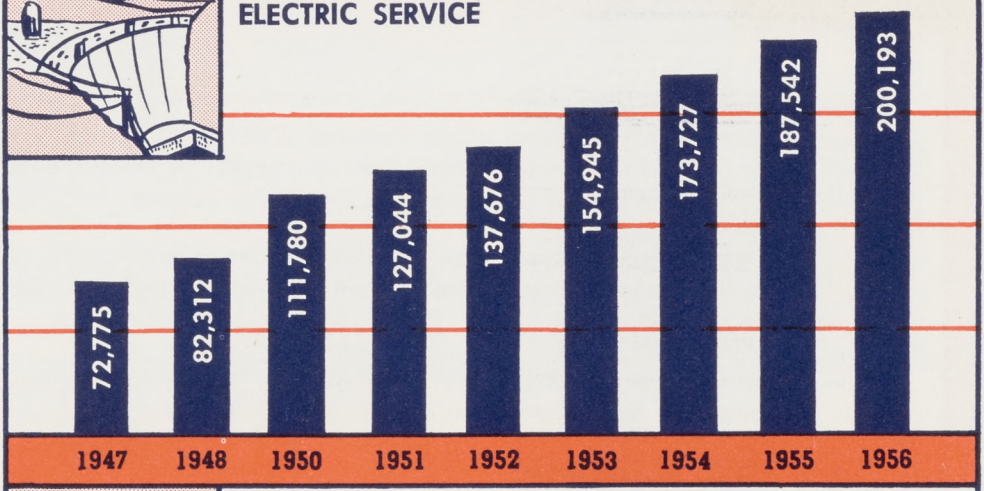
PUBLIC UTILITIES

SAN FERNANDO VALLEY DIVISION

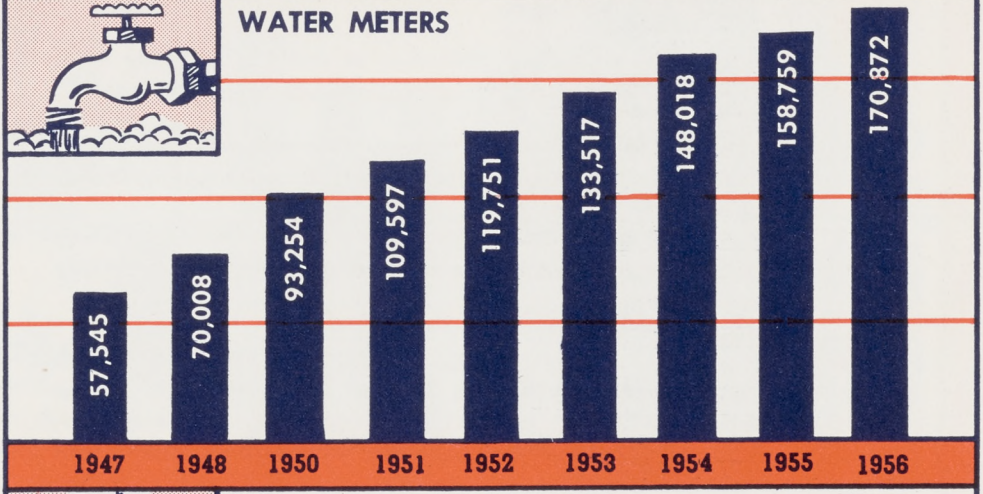
PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE



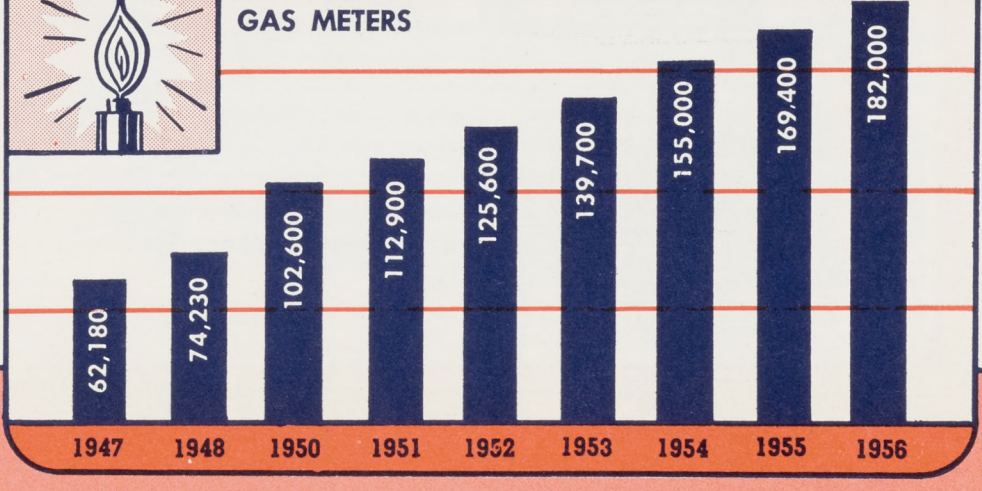
ELECTRIC SERVICE



WATER METERS



GAS METERS



Sunday, May 19th - 20th, 1956. Cooperated with the Los Angeles Department of Airports in sponsoring a San Fernando Valley Civic Luncheon at the Sportsmen's Lodge, Thursday, May 24th, in support of the City's $59 Million Dollar Airport Bond issue; Kenneth Osterberg, speaker.

9 Continued study of important legislative issues affecting the welfare of residents, property owners, and businessmen of Van Nuys. These involved:

a. Resolutions in support of recommendations made by the Hoover Commission for the reduction in cost of Federal Government.

b. Adoption of a resolution in favor of uniform weights and size limits of parcel post packages.

c. Opposition to municipal collection of rubbish in favor of private contractors, subject to city regulation and control.

d. Collection and tabulation of returns from a legislative questionnaire prepared by Congressman Joseph F. Holt, Washington, D.C.

e. The re-drafting of the Chamber by-laws to include several important amendments adopted by the directors during the past 6 years.

10 Upon recommendations of the Construction Industries Committee, the directors requested the Building and Safety Department, City of Los Angeles, to enforce Section 3800 of the State Labor Code, which makes it mandatory that a contractor contemplating construction first provide proof that he is carrying compensation insurance before the City's Building and Safety Department may issue him a permit. Enforcement of this law will protect many home owners in this area who have been defrauded by dishonest or unscrupulous contractors in the past.

11 Urged City and County agencies to complete plans for various flood control projects in the immediate Van Nuys area in order that these projects might be started soon. According to report by City Engineer Lyall A. Pardee, it has been necessary to delay the completion date for such plans on most of the local flood control projects beyond the original time schedule:

VAN NUYS SCHOOL ENROLLMENT

PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE

JR. COLLEGE

1940	1948	1950	1951	1952	1953	1954	1955	1956
	438	974	1,624	2,240	2,738	3,779	4,616	7,200

HIGH SCHOOL

1940	1948	1950	1951	1952	1953	1954	1955	1956
2,901	2,193	2,207	2,404	2,772	3,303	4,263	4,264	4,976

JR. HIGH SCHOOL

1940	1948	1950	1951	1952	1953	1954	1955	1956
1,351	1,780	3,274	4,061	4,945	5,698	6,445	6,043	6,588

ELEMENTARY SCHOOL

1940	1948	1950	1951	1952	1953	1954	1955	1956
3,138	4,842	7,854	10,234	12,817	14,652	16,243	18,486	17,188

Project No. 37: Woodman Ave. Storm Drain, Chandler Blvd. to Ventura Blvd. Plans 22% complete. Previously estimated completion date, March 1, 1957.

Project No. 85: Right of Way north of Southern Pacific Railroad, Pacoima Wash to Tujunga Wash. Plans 74% completed. Previously estimated completion date, January 1, 1957.

Project No. 106: Haskell Ave. Storm Drain, Roscoe Blvd. to Sepulveda Floor Control Basin. Plans 31% complete. Previously estimated completion date, March 1, 1957.

Project No. 108: Kester Ave. Storm Drain, Pacoima Wash to Los Angeles River. Plans 25% complete. Previously estimated completion date, April 20, 1957.

12 Worked closely with both business and industry in the resolution of a number of important local zoning problems. Because more than 50% of the hearings before the City Planning Commission pertain to Valley zoning problems, the Chamber Board urged the Commission to hold at least half of its hearings here as a convenience to the businessmen and residents of the San Fernando Valley. Secured the cooperation of the Board of Public Works in establishing Balboa Boulevard, rather than Sepulveda Boulevard, as the boundary line between the areas served by the civic centers of Reseda and in Van Nuys, respectively.

13 Continued efforts for the further development of the local civic center as part of the Master Plan proposed by the Planning Commission in 1947 for Van Nuys. Chamber recommended the acquisition of additional property adjacent to the Van Nuys City Hall for parking purposes as an accommodation to both city employees and others calling at the Municipal Building on regular city business.

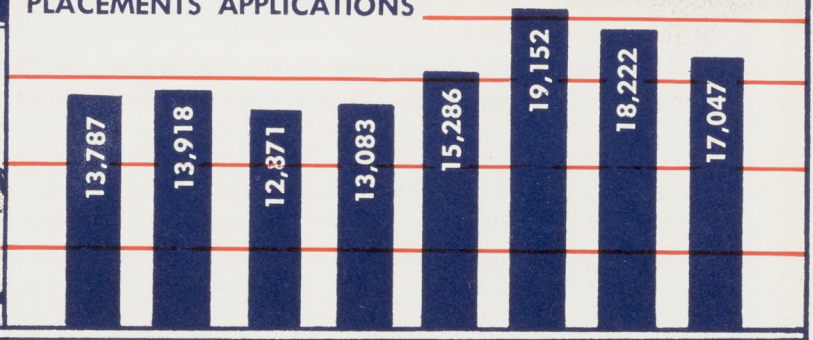
14 Made a comprehensive study of the need for additional recreational facilities at local parks and playgrounds, followed by recommendations to the Board of Recreation and Parks Commissioners for the following improvements at the Van Nuys-Sherman Oaks War Memorial Park:

EMPLOYMENT OFFICE REPORT

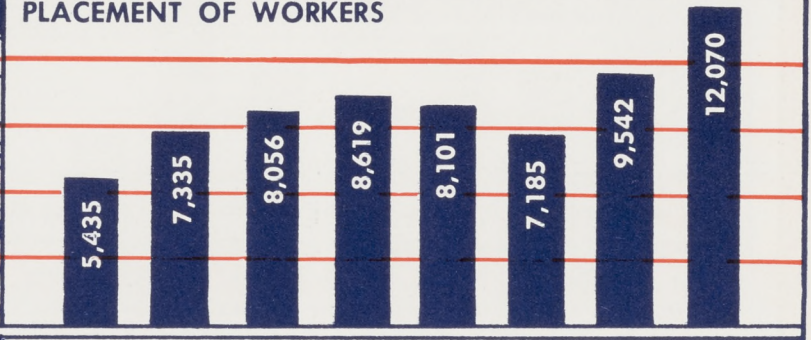
State of Calif.

PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE

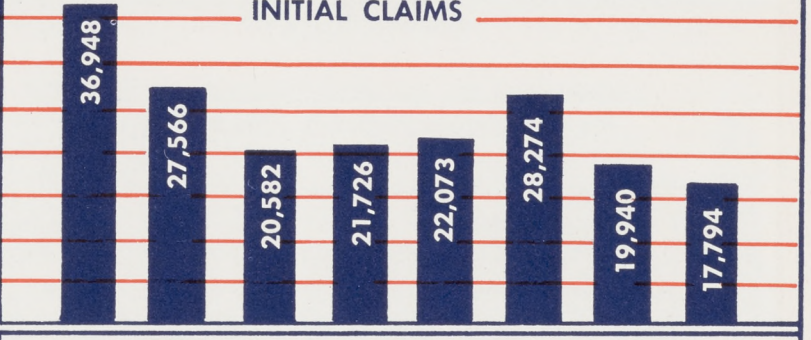
PLACEMENTS APPLICATIONS



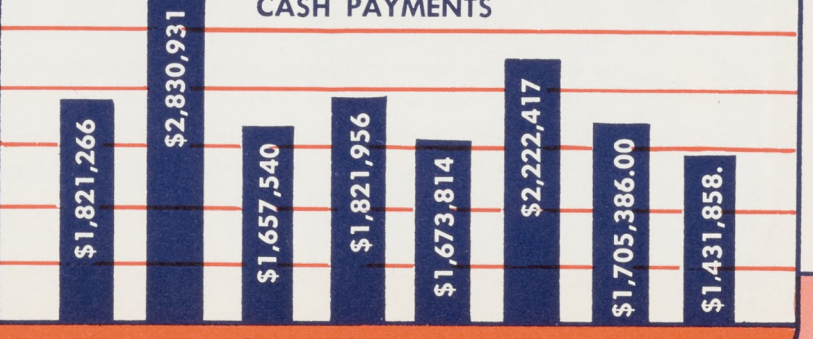
PLACEMENT OF WORKERS



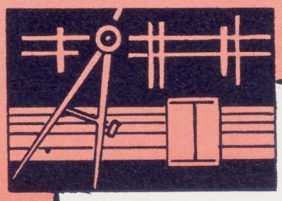
INITIAL CLAIMS



CASH PAYMENTS



1948 1950 1951 1952 1953 1954 1955 1956



a. An adult recreation center with an auditorium and individual game rooms, horseshoe courts, shuffleboard courts, roque courts, etc.

b. A wading pool for children.

c. Barbecue pits.

d. Tennis courts.

e. Basketball courts.

f. Volleyball and handball courts.

g. Picnic tables.

h. The planting of additional shade trees.

15 During 1956, Mrs. James L. Neel, Chairman of the Chamber's Women's Division, maintained records covering attendance of officers and directors at regular Board meetings. She was also hostess to the directors and wives at the Board's Christmas Party, and served as Chairman of the house committee in preparation for the Chamber's Annual Banquet, Friday evening, March 15th. Members of her group also worked on many of the fund-raising drives of local welfare organizations.

16 Sponsored the Van Nuys Chamber of Commerce Junior Band for the sixth consecutive year. This group of fine well-trained young musicians serves as a valued public relations agency for both the Chamber of Commerce and for the community of Van Nuys.

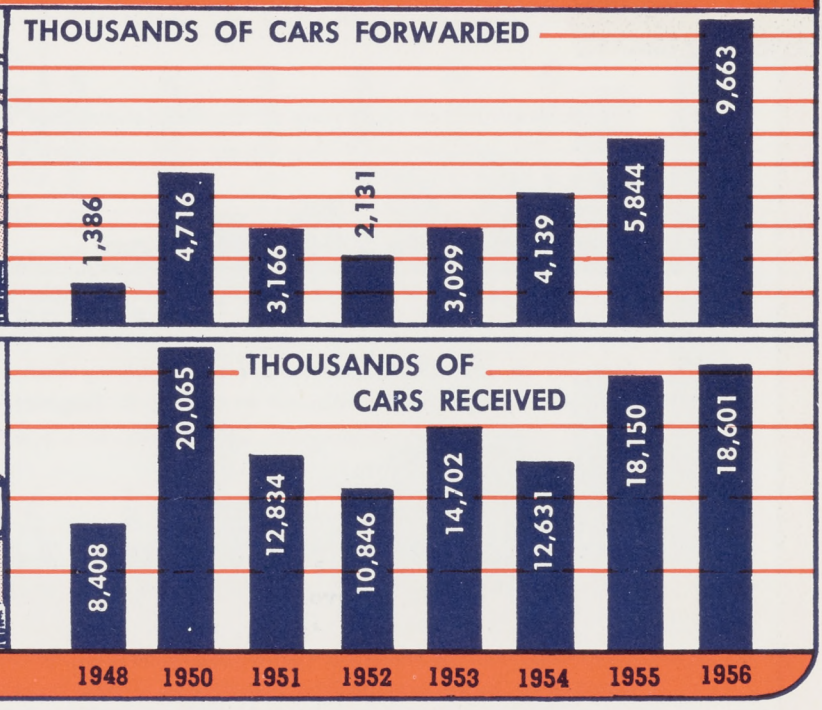
17 Continued close cooperation with civic and service groups, women's clubs, youth and welfare organizations, veterans units, and other organizations in the realization of their particular objectives. This involved:

a. Assistance to Van Nuys Junior Chamber of Commerce in organizing its parade in honor of "Mrs. California" Saturday, April 28th, 1956.

b. Cooperation with the Junior Chamber of Commerce in planning and partially financing a city-wide clean-up campaign in June 1956.

FREIGHT CAR LOADINGS

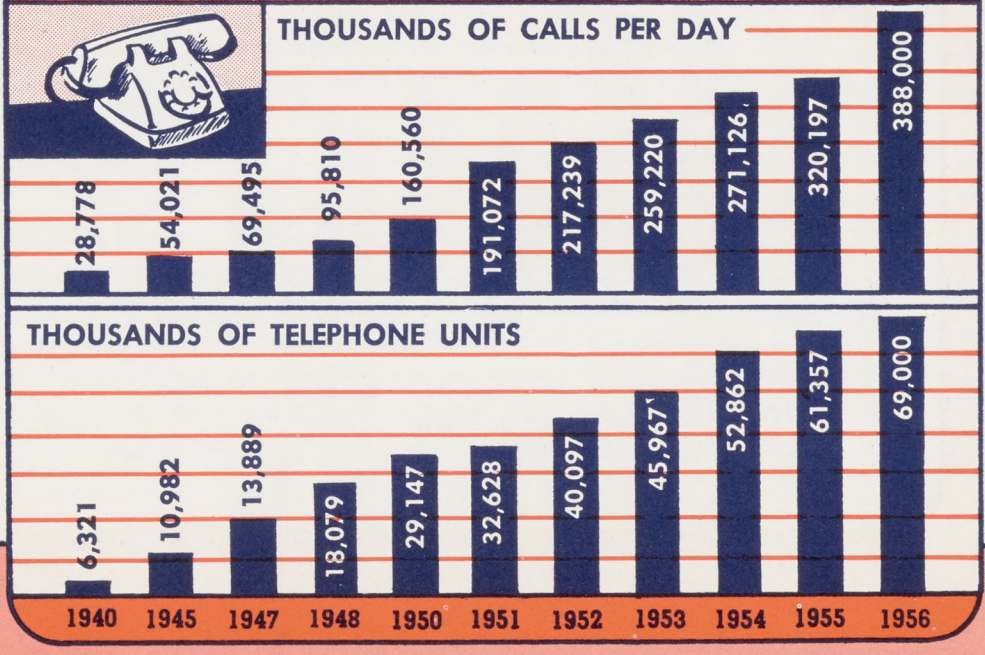
PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE



TELEPHONE COMPANY

VAN NUYS EXCHANGE

PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE



c. The contribution of staff time to the Bethlehem Star Parade Association in the production of this timely and worthwhile Christmas-time event.

d. Cooperation with the Youth Coordinating Council in setting up a "Youth Employment Service" during summer school vacation.

e. Support of the 214th Armored Field Artillery Battalion, California National Guard, in its request to the U. S. Engineers for a 5 acre parcel of land in the Sepulveda Dam Basin, as a site for a new one-half million dollar armory.

f. Assistance in the ground-breaking ceremonies of the Valley Presbyterian Hospital, June 20, 1956.

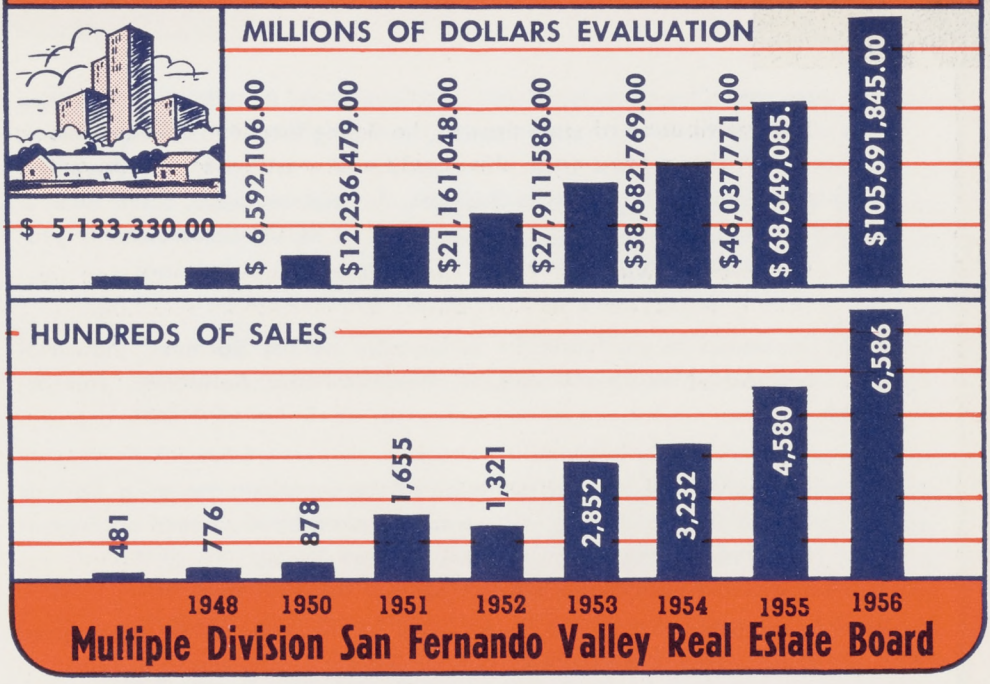
g. Cooperation with various welfare agencies in planning and organizing their local fund-raising campaigns. These included Community Chest, American Red Cross, American Cancer Society, Boys Scouts of America, Y.M.C.A., March of Dimes, Valley Presbyterian Hospital, and others.

18 Continued to cooperate with other communities and with neighboring Chambers of Commerce on problems common to the San Fernando Valley as a whole: these included street improvements, extension of transportation facilities, sewer construction, and industrial development, to mention but a few.

19 Continued to cooperate with the Van Nuys Business Men's Association in making Van Nuys the major retail shopping center of the San Fernando Valley. To this end the officers and directors of the Van Nuys Chamber of Commerce gave top priority to those programs of particular benefit to the retailers of this area: off street parking, transportation, street improvements, and flood control projects. In addition, the Chamber's activities involved assistance with seasonal promotional programs and help in collecting funds for the city's distinctive Christmas decorations.

REAL ESTATE SALES

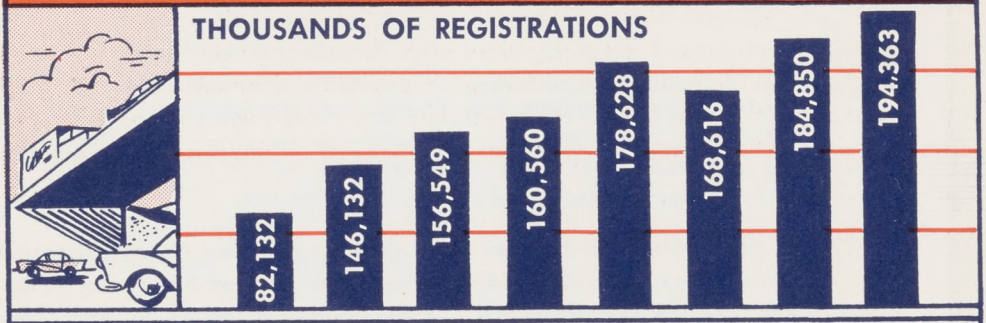
PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE

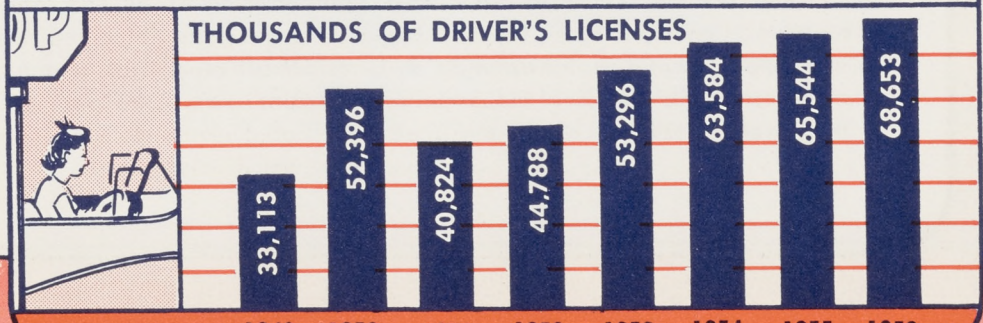


Multiple Division San Fernando Valley Real Estate Board

DEPARTMENT OF MOTOR VEHICLES

PROGRESS REPORT VAN NUYS CHAMBER OF COMMERCE





Also, the Chamber, as in previous years, continued to make office space available to its sister organization, including use of office equipment, telephone, office supplies, and other incidentals, without cost. Together, the Chamber, and the Van Nuys Business Men's Association, have been a hard-hitting team in carrying out a number of business betterment programs for the retailers of Van Nuys.

20 Continued to publicize the community as the Business, Industrial and Administrative Center of the San Fernando Valley. This involved:

a. The mailing of regular bulletins to the members covering various committee activities, as well as action taken by the Board on important local issues.

b. Preparation of frequent news-stories for the press reporting progress made by the Chamber on local community improvement projects.

c. The securing of pictures, historical material and statistics for feature stories on Van Nuys appearing in both metropolitan papers and national publications.

d. The use of television station KCOP, Channel 13, to bring the unique beauty of the Bethelhem Star Parade into the homes of thousands of Southern California viewers, Saturday evening, December 8th, last year.

e. The preparation of material for the "Salute to Van Nuys" program sponsored by radio station KLAC during the week of November 11th, 1956. Station broadcast an almost continuous series of spot announcements pertaining to Van Nuys, its position as an important shopping center, its advantages as a residential area, and its phenominal business and industrial development during the past 10 years.

21 Served as a headquarters of information for the community in 1956. This involved:

a. The frequent collection, organization, and distribution of statistical material related to local business and population growth (see charts included in this report).

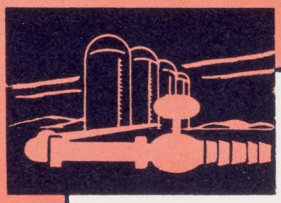
b. The preparation of directories of local organizations, civic and service groups, women's clubs, lodges, churches, schools, veterans groups, and others.

c. The maintainence and constant revision of files covering a wide range of both general and specific subjects. These had to do largely with the special services provided by the various youth, welfare, and governmental agencies of this area; they included information on travel, transportation, places of local scenic interests, or directions to recreational areas. Files contained, also, records of average yearly rainfall, average daily temperature, current tax rates, public utility charges, maps, charts, historical material — the list is endless.

During 1956, the Chamber staff answered nearly 1000 different requests each month for information received regularly by letter, telephone or personal call, many of them having to do with the business, employment, or residential advantages of Van Nuys.

22 As the official greeting agency for the community, the Chamber, in 1956, also cooperated in nearly 50 new store and office openings, as well as assisted in the ground breaking ceremonies of a number of important new industries here.

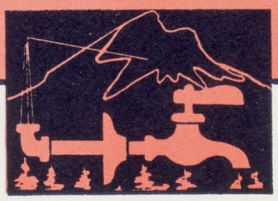
23 Increased membership of the Van Nuys Chamber of Commerce in 1956 from 738 to 861, an increase of 16.6%. Most of the 123 new members added to the Chamber roster were secured through efforts of the Round-up Club in a successful campaign during November of last year.



24 Began policy of inviting representatives of various governmental agencies to regular Board meetings for a discussion of problems affecting both Van Nuys and the Valley as a whole. Among those who appeared before the Chamber Board last year were Congressman Joseph F. Holt, William E. Parker, Chief, Los Angeles Police Dept.; Ernest Gibson, Postmaster, Van Nuys; Robert E. McDavid, Vice Chairman, State Board of Equalization representing the 4th District; Warren Schneider, Director, Bureau of Sanitation, City of Los Angeles; and Orville R. Caldwell, Assistant Administrative Officer, County of Los Angeles.

25 In 1956, endeavored to secure membership support from every type of local business and professional enterprise that benefits from the Chamber's efforts. The following tabulation not only shows how many members of the Chamber are represented in each of the several businss and professional classifications, but indicates, as well, the proportion of Chamber revenue that is provided collectively by each:

	Number of Members	Amount of Dues Paid
Retail	163	$ 8,971.50
Professional:		
Attorneys	18	1,020.00
Dentists	21	800.00
Physicians & Surgeons, M.D.	43	1,810.00
Accountants	12	485.00
Optometrists	5	240.00
Physicians & Surgeons, D.O.	6	210.00
Manufacturing	135	9,230.00
Real Estate & Insurance	55	3,170.00
Public Utilities, Financial Institution	29	2,055.00
Automotive	77	4,710.00
Construction Industries	89	5,156.00
Restaurants & Motels	43	2,345.00
Miscellaneous	176	7,950.00
Totals	872	$48,152.50



26 Continued to invite new members to regular Board meetings to receive their membership identification forms. Attendance at these meetings gives new members an opportunity to observe, first hand, some of the important business matters handled regularly by the directors on the board.

27 During May and June last year, 203 local businessmen and professional men and women became members of the Century Club by pledging themselves to invest $100 or more in the Chamber and its programs for 1956. Representing less than one-fourth of the Chamber's total membership, this group of members continues to provide, each year, more than one-half of the Chamber's total income.

28 Finances of the Chamber were carefully controlled by a Treasurer and four other members of the Chamber's Finance Committee. Expenditures for the Chamber in 1956 were not only kept well within the limits of its income, but $2,000 more was added to the Chamber's growing building fund. Total deposited to this account to date: $10,000. A Treasurer's report follows:

TREASURER'S REPORT

INCOME	
Balance on hand March 1, 1956	$ 187.53
Revenue, Chamber Dues, 1956	48,152.50
Total	$48,340.03
EXPENDITURES	
Salaries, rent, furniture, new office equipment, printing, stationery, telephone and miscellaneous	$46,096.97
	$ 2,243.06
Building Fund	$ 2,000.00
BALANCE on hand, February 28, 1957	$ 243.06

CONCLUSION

While extensive in scope, the foregoing report still represents but a partial list of the countless activities and accomplishments of the Van Nuys Chamber of Commerce in 1956. Suffice it to say, the past year has been a busy year, an active year, for both the directors on the Board and for the members of their 21 standing committees.

At the same time it has been a year of lasting and tangible results, gains in community improvements that will pay dividends to the businessmen and residents of this area for many years to come. This does not mean, however, that all of the community's problems have been taken care of. Many, such as off street parking, transportation, street improvements, and industrial development, will remain with us from year to year.

But given the same fine spirit of cooperation in the future that has distinguished the support of the members to their Chamber in 1956, this can well be another record year, a banner year, eclipsing in number and importance of its achievements anything the Chamber has accomplished in the past.

JAMES G. MORAN
Secretary-Manager

OFFICERS - DIRECTORS

1956

ROBERT S. FULLER	President
ROBERT HALE	Vice-President
SHERMAN KIRKPATRICK	Vice-President
LESTER R. PICKUP	Vice-President
FRAND PINE	Vice-President
H. C. MATHERS	Treasurer
JAMES G. MORAN	Secretary-Manager

Harry C. Dow, Chairman, Aviation Committee
Harry J. Gross, Chairman, Legislative Committee
E. Gordon Hale, Chairman, Civil Defense Committee
Robert Hale, Chairman, Transportation Committee
K. B. Johnston, Chairman, Tax Committee

John Kinder, Chairman, Parks & Playgrounds Committee
Sherman Kirkpatrick, Chairman, Special Events Committee
Maurice Markham, Chairman, Flood Control Committee
H. C. Mathers, Chairman, Finance Committee
A. H. Meacham, Chairman, Research & Education Committee

Ferdinand Mendenhall, Chairman, Publicity Committee
Van McWhirter, Chairman, Off Street Parking Committee
Norbert Moffatt, Chairman, Century Club Committee
Mrs. James L. Neel, Chairman, Women's Division
Charles Painter, Chairman, Streets & Highways Committee

Lester R. Pickup, Chairman, Membership Committee
Frank Pine, Chairman, Planning & Zoning Committee
Dr. Gerald Sprague, Chairman, Health & Hospitals Committee
Juhl Wagnild, Chairman, Construction Industries Committee
Alvin Wolski, Chairman, Industrial Division

C. Merle Duckett, National Councillor
Irvin Ryder, President, Van Nuys Business Men's Association

MAJOR OBJECTIVES - 1957-1958

1. Formation of a local parking district by means of which several large lots can be acquired at once and improved for parking purposes to meet the needs of local business for the next 10 years.
2. Extension of transportation facilities now serving this area: bus, helicopter, plane, and rail.
3. Widening and improvement of Vanowen, Oxnard, Sherman Way, Woodman, and other major Van Nuys business streets.
4. Extension of services already made available to local manufacturers through the Industrial Division of the Chamber, plus a planned campaign to secure additional industry of the right order here.
5. Completion of the local flood control program.
6. Continued study of city, county, state, and federal legislation, particularly those issues affecting the welfare of property owners and business men of Van Nuys.
7. Recommend reduction of city, county, state, and federal budgets, with corresponding reduction in taxes on all governmental levels.
8. Continued cooperation with the Van Nuys Business Men's Association in making Van Nuys the shopping center, as well as the industrial and administrative center of the San Fernando Valley.
9. Expansion of the local civic center to accommodate additional governmental agencies, in order to provide more and better services to the business men and residents of this area.
10. Continued study of local traffic problems, with recommendations to the City Traffic Department for their correction and relief.
11. Improvement to the parks and playgrounds of this area, with additional recreational facilities provided users of the Van Nuys-Sherman Oaks War Memorial Park.
12. Maintain the Van Nuys Chamber of Commerce as the official host, and headquarters of information for Van Nuys.
13. Maintain friendly cooperation with our neighboring communities in the solution of the many problems facing the San Fernando Valley as a whole.

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